

PRESS KIT  
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**Emmanuel Macron**

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## Our theme for 2015: "Creativity and Daring"

*French gastronomy is a unique, living and innovative heritage whose riches should be maintained, developed and passed on from one generation to the next. Every part of France is a treasure trove of tastes, aromas, products and gestures.*

*France's diverse gastronomy is a reflection of its regions. It plays an active role in local and national development, contributes to France's international reputation and enhances its appeal to foreign visitors. More importantly, French gastronomy brings people together, breaking down barriers. It is a wellspring for moments of sharing and sociability, of conversation and transmission. It is constantly nourished by the coming-together of rich and widely-varying worlds.*

*The Fête de la Gastronomie – France's number one festival devoted to food – brings together food professionals and the general public for a collective celebration of France's culinary heritage. Since 2011, the Fête de la Gastronomie offers encounters and learning experiences so that everyone can understand how to recognise, appreciate and transform quality ingredients. An education for everyone's taste buds!*

*The fourth edition was an unqualified success, with over 9,300 events (including 232 held outside of France) and the involvement of 280,000 professionals and 1.3 million participants. With each passing year, the Fête becomes more and more a part of France's culinary calendar – an unmissable event.*

*Poised between tradition and innovation, this year the Fête de la Gastronomie is putting the spotlight on creativity and daring. Both are necessary ingredients for expanding and enhancing artistic expression, taking risks and going beyond one's limits. The theme reflects France's goals, and promotes the values of courage, persistence and imagination.*

*In line with this theme, Anne-Sophie Pic, this year's patron, is world-renowned for her boldness and creativity, as well as for her talent and generosity. One of only a handful of women to have earned three Michelin stars, she promotes French gastronomy and its values on a daily basis, and we are certain that she will boldly advance the goals of this year's Fête.*

*In the 18th century, Thomas Jefferson, American ambassador to France, reportedly remarked, "Every man has two countries: his own and France." This long-lasting appeal has partly to do with the French art of living, our high standards in terms of quality and taste, the products of France's various regions, and the savoir-faire of our growers and craftspeople – all of which together makes France an outstanding gastronomic nation!*

**25-27 September 2015 – your passport to the world of French gastronomy!**

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## Anne-Sophie Pic – Patron of the 2015 *Fête de la Gastronomie*



Understanding Anne-Sophie Pic is the key to understanding her cuisine. She is **passionate and sensitive, free-thinking and determined**. Her career has required extraordinary strength of character – succeeding as a self-taught woman in the very masculine world of cooking needed a great deal of conviction, perseverance and self-belief.

Even though Anne-Sophie was born into an illustrious family of restaurateurs in south-eastern France – her grandfather André and her father Jacques each were awarded three Michelin stars – **she did not set out to be a chef**. After graduating from *lycée*, she studied business with the goal of working in the luxury goods industry.

One day, she realised that her place was by her father's side, first to train as a chef and then to build the Pic brand. However, her training came to an abrupt end with her father's sudden and unexpected death.

It took several more years for Anne-Sophie to make her way back into the kitchen, and to become, in 2007, **the only living French woman to have earned three Michelin stars**. A few years later, in 2011, she was named Best Female Chef by The World's 50 Best Restaurants.

Over the past twenty years, with her husband David Sinapien running the business side of things, she has never stopped growing, in a spirit of **sharing, consistency and respect for values** which they both uphold. Their desire to **make good food available to as wide an audience as possible** led to the opening of a bistro (Le 7), a gourmet takeaway restaurant (Daily Pic) and a cookery school (Scook). Her restaurant in Lausanne's Beau-Rivage Palace offers creative takes on French cuisine. In her Paris restaurant, La Dame de Pic, she takes a more simple approach.

*"I am delighted and proud to be the patron of the Fête de la Gastronomie and this year's theme of creativity and daring. There are several reasons why.*

*First of all, it is extremely important to celebrate gastronomy: it is part of our identity and our cultural, social and artistic heritage. France is blessed with a varied landscape, a fine climate and outstanding agricultural lands. Our regions are the source of many excellent products. French gastronomy mirrors this diversity, and serves as a vehicle for France's image.*

*I am also pleased to serve as patron because I am very attuned to the Fête's values of exchange, sharing and community, because these values form the very basis of my profession as a chef.*

*Finally, this year's theme of daring and creativity are particularly germane to my chosen path. When I stepped into the kitchen, I had only my intuition and my feelings to help me build my dishes. I learned by doing, which gave me tremendous freedom. I was free to develop my own cuisine, to mix complex and unexpected ingredients, and to seek out and make palatable flavours which are not always universally appreciated – elements that are bitter, acidic, salty, roasted and smoked. I dared to follow my instinct. I am a firm believer in French gastronomy's ability to innovate, to reinvent itself, to combine tradition and modernity, to reflect and to take action, and I am sure that the 5th edition of the Fête de la Gastronomie will prove me right.*

Anne-Sophie Pic

The Fête de la Gastronomie is a **nationwide celebration consisting of a series of official events** that bring together chefs, businesses, craft workers, trade federations and local authorities. In 2013, the Fête became a three-day event. It offers a genuine opportunity for every stakeholder in France's gastronomy landscape to **design ambitious and festive events** – public feasts, picnics, tastings, special menus in restaurants, visits to businesses and farms, exhibitions, conferences and even street events.

The Fête is a **strategic project for France designed to highlight its heritage. The wide range of its stakeholders are well matched**, and include those from the fields of gastronomy, farming, tourism, education, culture, the solidarity-based economy, training, local authorities, and more. This major annual festival **offers a convivial, heart-warming venue** where French citizens and visitors to France can come together for moments of pleasure and discovery, and where they can share their common passion.

## Gastronomy – a key economic sector for France

Gastronomy is an integral part of the French identity; **it boosts the economy and contributes to France's worldwide reputation.**

French gastronomy<sup>1</sup> means:

- Nearly **€61.8bn** in turnover and 794,000 salaried employees working in the catering sector. It is the country's fifth-largest source of jobs.
- More than **€145bn** in turnover and 475,000 employees in local food retailers.
- More than **€1.7bn** in turnover for the tableware sector.
- **13.5% of spending by foreign tourists.**

France is the European Union's top agricultural producer, and the third-largest producer worldwide.

## The Fête de la Gastronomie – values and goals

As part of ongoing efforts to promote the values of sharing and discovery, the Fête de la Gastronomie aims to:

- Make **gastronomy accessible to all**, from the oldest to youngest, without leaving behind the disadvantaged
- Emphasise the **excellence of French savoir-faire** and offer **new opportunities** to both professionals and amateurs
- Spotlight the **richness and quality of the products** that make up France's gastronomy, and **encourage sector professionals** by paying homage to the quality of their work and to their dedication
- Create a genuine **gastronomic tourist offering in every part of France**

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<sup>1</sup> Source: DGCIS, 2013

## This year's theme: Creativity and daring

Creativity is a key ingredient in French cooking, and when combined with tradition it expands and **deepens France's culinary heritage**. And everyone in the culinary sector today must dare to give expression to that creativity.

Together, these two concepts make gastronomy a liberating means for expression, encouraging chefs to push back the boundaries and go in search of new ideas.

Spotlighting the creativity of France's chefs and craftspeople is a way to acknowledge gastronomy as an **artistic transformative gesture** that transposes the imagination onto the plate. Daring can mean a return to basic, natural methods for producing and presenting food. Or, it could take the form of reviving earlier, forgotten culinary traditions that can shake consumers out of their usual habits.

Daring can also build bridges between professions, products and techniques. Indeed, **creation and innovation arise from the coming together of separate worlds**. The Fête de la Gastronomie is the perfect venue for such encounters, where rich and unexpected connections are made.

This far-reaching theme is particularly appropriate in a sector in which **the economic stakes for France are high**, particularly with respect to tourism. France attracts many visitors thanks to the renown of its gastronomy. However, to adapt to changing expectations linked to new modes of consumption, professionals need to be imaginative. They must provide impetus for shifts in our eating habits by calling for changes and by proposing new products.

**Being creative and daring means staying at the cutting edge and reaching ever higher – this is our fervent wish for French gastronomy.**

## 2015 Highlights

Local initiatives and a wide variety of culinary efforts have taken place throughout France and even beyond its borders. The theme of this year's Fête de la Gastronomie is creativity and daring.

### Be daring! Try one of Anne-Sophie Pic's *tartines*

Because gastronomy can be very simple or highly sophisticated, it is within everybody's reach. This year's patron has dreamed up some *tartine* recipes especially for the Fête.

What is more classic than an open-faced sandwich, or *tartine*? Cutting a slice of bread and spreading butter on it is part of daily life. Bread is the very symbol of the meal: it is found on every table, and it is the basis of French eating habits. The very simplicity of the *tartine* offers endless possibilities for creativity.

Anne-Sophie's recipes are easy, so they can be made and shared by everyone. There's nothing nicer than a summer of *tartines* to share with neighbours, friends and family. So what are you waiting for?

*The recipes for all of Anne-Sophie Pic's tartines can be downloaded from the Fête's website.*

### More recipes from some of France's most talented chefs

This year, a group of talented female chefs from everywhere in France will be sharing their **creative and daring recipes** with us.

Each will create a recipe using **produce from their region and seasonal products**, in order to promote local produce and celebrate our artisans, and to encourage people to eat fresh, low-cost food. Each creation will be based on what the chefs have **discovered and learned** – a real showcase of their skills.

**At a maximum cost of 7 euros per person**, the recipes will be easily affordable for all.

*The recipes can be downloaded from the Fête's website.*



## Public feasts and picnics

### Public feasts: delicious, delightful and inclusive

Gathering around a table each day for a meal is an essential part of French life, and something that makes France what it is. For this reason, Martine Pinville, Minister of State for Commerce, Craft Industries and Trades, Consumer Affairs and the Social and Solidarity-based Economy, has decided to overhaul the public feast concept. This initiative brings together the general public and gastronomy professionals, highlighting the know-how and skills of chefs, culinary artisans, students from hotel and catering colleges or vocational training centres, farmers, fishermen, winegrowers, wine merchants, and so on.

In 2014, 41 feasts allowed participants to share a meal in a friendly (and food-friendly!) setting.

For example, a musical seaside feast in Hauteville-sur-mer brought together five hundred individuals. In Cassis, guests shared and explored regional specialties as part of the Vendanges Étoilées festival. For meat lovers, Toulouse à Table featured spit-roasted beef. Thanks to the archaeological museum in Saint-Romain-en-Gal, the public was able to experience a Roman banquet. And, for the first time, an organic feast was held in Paris.



Alain Doire-Bourgogne Tourisme

### Picnics

The local park or river bank can be the perfect venue for getting together to celebrate gastronomy and taste fine products. So far, **51 picnics are planned**. The Burgundy Tourist Board is organising “FANTASTIC PICNICS” that will be held in vineyards and attended by over 5,000 guests who will share a meal with restaurant and vineyard owners in some renowned Burgundy locations. Many other picnics will also be organised, including in Saumur, Mormoiron, Périgueux, and Evreux.



## Key events in France

For three days, professionals and food lovers will come together around the theme of gastronomy. What makes the Fête de la Gastronomie exceptional is the wide range of events on offer.

The Fête is founded on four pillars: community, discovery of France's culinary heritage, transmission of know-how and creativity.

### Public feasts and picnics

#### COMMUNITY

Meals organised around a recipe, a chef or a product, held in a wide variety of settings, during which participants can come together for a moment of shared enjoyment.

Gastronomy is for everyone, and the inclusive aspect of the Fête de la Gastronomie has not been neglected – gastronomic meals will also be served in hospitals and retirement homes.

### Gastronomic tours and outings

#### DISCOVERY

Conferences in local and national museums, visits to tableware manufacturers, educational and tasting tours to allow the public to discover the vast cultural heritage and history linked to French gastronomy.

Events will be organised by every sector of France's food industry, including restaurants, food retailers, small- and large-scale producers, winegrowers, etc.

### Encounters with culinary professionals and traditions

#### TRANSMISSION

Discussions, professional information days and teaching sessions, and cross-generational exchanges in businesses focused on skills and traditions.

A journey into the world of gastronomy to discover the talented women and men behind great creations.

### Creative workshops and cooking competitions

#### CREATIVITY

Workshops for the general public in schools and labs, organised around the preparation of a recipe, the history of a product, the art of eating properly and responsible consumerism.

For those wanting to play a more active role in the Fête, competitions will be organised for amateurs, students and young professional chefs.

## International events

The gastronomic meal of the French, which is inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, "plays an active social role within its community and is transmitted from generation to generation as part of its identity"<sup>2</sup>. Contributions from other culinary traditions have made French gastronomy what it is today. Its diversity arises from encounters, travels and the specific history of each ingredient, whether found in France or farther afield.

Accordingly, with the support of Atout France and the Fondation Alliance Française, **the Fête has an international dimension, to increase awareness of France's gastronomic heritage and expertise abroad.**

In 2014, 232 Fête-related events took place outside of France.



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<sup>2</sup> UNESCO, *Gastronomic meal of the French*, 2010, [www.unesco.org/culture/ich/index.php?RL=00437](http://www.unesco.org/culture/ich/index.php?RL=00437)

## The Fête de la Gastronomie General Commission

The Commission for the Fête de la Gastronomie is the central body for organising events. Under ministerial authority, its mandate is to lead, organise and coordinate projects in connection with the various gastronomy stakeholders and local authorities.

Commissioner-General: Sophie Mise Le Bouleise

## Get involved

The Fête website, [www.fete-gastronomie.fr](http://www.fete-gastronomie.fr), will:

- **List and promote projects.** Everyone, including businesses, trade federations, artisans, chefs, local authorities and individuals, can include their event to receive the Fête de la Gastronomie 2014 label along with a communication kit.
- **Publish the programme for the Fête de la Gastronomie,** including feasts, live shows, menus, conferences, events for kids, etc. in every part of the country.

The Fête de la Gastronomie Commission: 01 53 18 85 20  
[projet@fete-gastronomie.fr](mailto:projet@fete-gastronomie.fr)

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**Keep up with the Fête on**

**[www.fete-gastronomie.fr](http://www.fete-gastronomie.fr)**



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**Help us to build a successful programme  
for the 2015 edition of the Fête!**

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